PILLAR 02 · STUDENT WORKBOOK

Mindset for the Move

Name it. Flip it. Show up as the CEO.

Name:

Chic By The Layers Pro | Building Rich Ass Hairstylists

Answer everything as honestly as you can. The fear inventory only works if you actually check the fears that resonate — even if they feel embarrassing. Especially if they feel embarrassing.

Exercise 2.1 — The Fear Inventory

Check every fear that resonates. You may check as many as apply.

FINANCIAL FEARS
☐ I'm afraid I won't be able to cover rent if I have a slow month
☐ I'm afraid of debt or financial instability
☐ I'm afraid my income isn't consistent enough yet
☐ I'm afraid of failing and having to go back to working for someone else

IDENTITY FEARS
☐ I don't feel established or professional enough yet
☐ I'm worried people won't take me seriously as a business owner

☐ I feel like 'who am I' to have my own space
☐ I compare myself to stylists who seem more ready than me

VISIBILITY & RELATIONSHIP FEARS
☐ I'm afraid of putting myself out there and not getting clients
☐ I don't know how to market myself or attract the right people
☐ I'm worried my existing clients won't follow me to a new space
☐ I'm afraid of how my current employer or colleagues will react

EXECUTION FEARS
☐ The business paperwork and logistics feel overwhelming
☐ I don't know how to set up systems, software, or policies
☐ I'm afraid of making a mistake I can't recover from
☐ I don't know what I don't know — the unknown is what stops me

The fear I checked that surprised me most:

The fear I've been carrying the longest:

Exercise 2.2 — The Fear Flip

Choose your 3 biggest fears from the inventory. Write each one exactly as it lives in your head — then flip it into a specific action you can take.

Fear #1
The fear (write it exactly as it sounds in your head):

The flip — what this fear is actually asking me to do:

Fear #2

The fear (write it exactly as it sounds in your head):

The flip — what this fear is actually asking me to do:

Fear #3

The fear (write it exactly as it sounds in your head):

The flip — what this fear is actually asking me to do:

Exercise 2.3 — My CEO Identity Statement

Answer each prompt. Then combine your answers into a 3–5 sentence CEO Identity Statement in the final box. This is a living document — revisit and revise it as you grow.

The type of stylist I am / am becoming:

The client experience I am committed to delivering:

The standard I hold myself to in this business:

When fear or doubt shows up, I choose to:

MY CEO IDENTITY STATEMENT

Combine your answers above into one paragraph.

The fear that kept you stuck is not a stop sign. It's a signal pointing at what you need to do next.